



NATIONAL
PARKING
ASSOCIATION

2012 Media Kit

PARKING





89%

of NPA Members are the purchasing decision makers

NPA is the Fastest Growing Parking Association in North America

Circulation **2,300**

Readership **6,900**

Who Reads?

Top Decision makers of this \$18 BILLION industry:

1. Owners, operators and managers of private and commercial parking facilities
2. CEOs, senior executives
3. Industry equipment and service suppliers
4. Public parking officials and Administrators for municipalities, airports and parking authorities
5. Architects and engineers

Sources: NPA PARKING readership survey, 2011 NPA Purchasing Power Survey.

Who advertises in the Award Winning PARKING magazine?





98%

say PARKING keeps them up to date on latest tech trends

43%

authorize purchases of \$200,000-\$10 million

Top 5 Ways NPA Members Learn About Products & Services

- 1 Advertising in Magazine
- 2 Expo Exhibit
- 3 Buyers Directory
- 4 NPA Member Referral
- 5 NPA Member Testimonial

Sources: NPA PARKING readership survey, 2011 NPA Purchasing Power Survey.

What Proposals will NPA Members Seek in 2012?

NPA members will get proposals & estimates to purchase:

- 1 Revenue Control Systems
- 2 Computer Hardware & Software
- 3 Facilities Equipment & Supplies (clothing, tickets, lighting, shuttles, supplies)
- 4 Consulting Services (architectural, engineering, parking consulting)
- 5 Parking Enforcement/Collections (meters, equipment, apps, services)
- 6 Green Products
- 7 Managed Parking Services (outsourcing to operators)



PARKING

“As one of the leading publications for the parking industry, PARKING magazine is a great fit for Magnetic Automation Corp’s advertising needs.”

– Mcshell Alvarez-Rivon,
Magnetic Automation Corp.

Value-Added Benefits

As appreciation for your multi-magazine advertising,

10x Contracts Receive:

- Half off Web Banner Advertising on E-Newsletter; Resource Center; Career Center
- Two Free Bonus Topic Listings plus your logo in June issue Buyers Guide
- Free Copy of *Purchasing Power Survey*

6x Contracts Receive:

- One Free Bonus Topic Listing plus your logo in June issue Buyers Guide
- Free Copy of *Purchasing Power Survey*



Media Planner

In addition to advertising in PARKING, you can drive your revenues by taking advantage of the following:

Annual International Buyers’ Guide to Products and Services

- Listings of products and services by category
- Opportunities for print and online advertising

Website: www.npapark.org

Banner ads including:

- Career Center
- Resource Center
- PCC
- Webinars
- E-Newsletter

Customized Media Package available – please call or email BizDev@NPAPark.org

NEW IN
2012

Product Spotlights

MARCH

Lighting

APRIL

Uniforms

MAY

Revenue Control

JULY

Shuttles/Fleet

DECEMBER

Meters

Advertising Rates and Data

Additional Prime Advertising Opportunities

Tip-On Cover

(full cover/2 sided; placed on top of magazine cover) \$6,000 per issue

Belly Band

(5" high, wraps at center) \$4,000 per issue

Cover Flap Ad

(5" wide, folds over top cover) \$3,000 per issue

Preferred Positions

Covers, page 3, page opposite Table of Contents, page opposite Chairman's page, page opposite President's page, or any specifically requested page or pages that are guaranteed. Preferred positions are sold as 4-color ads only. The pages opposite the Table of Contents, Chairman's page and President's page are sold as full page, 4-color ads only. Please add 20% to ad rates for each special position ordered.

Commissions and Additional Charges

Agency commission: 15% on gross cost (excluding color charges) to recognized outside agencies only. Invoices must be paid within 30 days to receive commission.

Business Card Listings

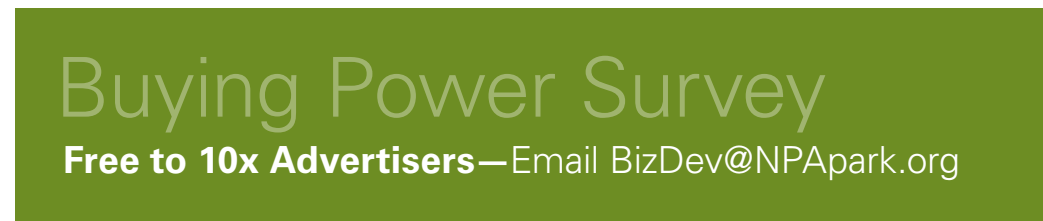
Business card listings for the NPA Parking Consultants and Parking Services Directory are accepted on a 10x basis only. Ads that do not fit into the following dimensions will be reduced. Business card listings are not commissionable.

3 1/2" x 2" \$1,050

3 1/2" x 4" \$1,750

Black and White Rates

Ad Size	1x	3x	6x	10x
Full Page	\$1,350	\$1,125	\$1,025	\$975
2/3 Page	\$1,065	\$875	\$825	\$775
1/2 Page	\$860	\$710	\$665	\$620
1/3 Page	\$660	\$525	\$490	\$455
1/4 Page	\$590	\$470	\$435	\$410



Color Charges

Full Color	\$700 over Black and White rate
2-color, black plus one process color (cyan, magenta, or yellow)	\$350 over Black and White rate
2-color, black plus matched PMS color	\$600 over Black and White rate

Cover Rates

All covers are available in 4-color only. Insert charge per month (plus "preferred position" fee):

(10x Advertisers Only)

Cover 2	\$2,150
Cover 3	\$1,750
Cover 4	\$2,150

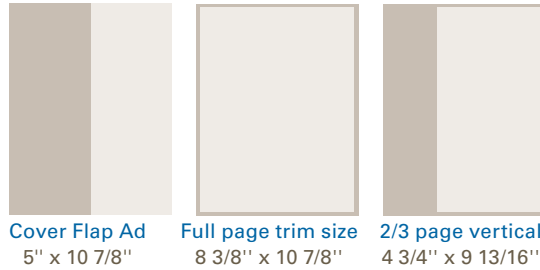
Cover Flap Ad

\$2,500 per issue (except Convention Issue)

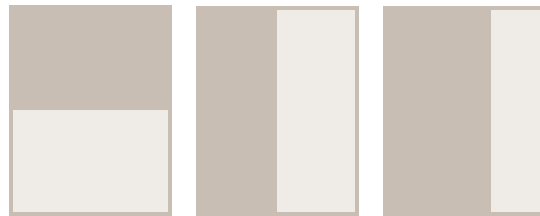
\$3,600 Convention Issue (October)

(5" wide—folds over top cover)

Advertising Rates and Data



Cover Flap Ad 5" x 10 7/8"
 Full page trim size 8 3/8" x 10 7/8"
 2/3 page vertical 4 3/4" x 9 13/16"



1/2 page horizontal 7 1/4" x 4 1/2"
 1/2 page vertical 3 1/2" x 9 13/16"
 1/3 page vertical 2 1/4" x 9 13/16"



1/3 page square 4 3/4" x 4 1/2"
 1/4 page vertical 3 1/2" x 4 1/2"

Classified Ads

PARKING accepts classified advertisements at \$2 per word, with a minimum of \$50. All classifieds are due by the materials due date for the designated issue. Product advertising is prohibited. Classified ads are not commissionable. Combine print and online ads at \$2.25 per word. Online ads are regularly \$2.75 per word with a \$75 minimum. For details email BizDev@npapark.org.

Employment Classifieds are referred to NPA's Online Career Center. For details on placing an online employment ad, please visit www.npapark.org and click on NPA Career Center.

Inserts

PARKING accepts inserts. Inserts should be provided by the advertiser in finished form, printed and ready for binding in sufficient quantity to meet press run of target issue. A sample must be provided to the publisher 30 days prior to publication. To obtain rates and information about inserts, email BizDev@npapark.org.

Mechanical Requirements

The magazine is printed on a sheet-fed press and saddle-stitched (except the Buyers' Guide, which is perfect bound). Ads will be accepted in the following sizes:

Ad Size	Width	Height
Cover Flap ad	5" (30p)	10 7/8" (65p3)
Full page-trim size*	8 3/8" (50p3)	10 7/8" (65p3)
2/3 page-vertical	4 3/4" (28p9)	9 13/16" (59p)
1/2 page-horizontal	7 1/4" (44p)	4 1/2" (27p)
1/2 page-vertical	3 1/2" (21p)	9 13/16" (59p)
1/3 page-vertical	2 1/4" (13p3)	9 13/16" (59p)
1/3 page-square	4 3/4" (28p9)	4 1/2" (27p)
1/4 page-vertical	3 1/2" (21p)	4 1/2" (27p)

*On full-page, full-bleed ads, please allow 1/4" (or 1 pica) bleed on all four sides to allow for left- or right-hand-side placement.

"The National Parking Association and **PARKING** magazine has greatly enhanced **CARLO GAVAZZI's** exposure to parking professionals!"

– Jon Bach, vice president, Marketing, **CARLO GAVAZZI Inc.**

2012 Annual International Buyers' Guide to Products and Services in June

NPA's International Buyers' Guide to Products and Services will be featured in the **June 2012** issue of **PARKING** magazine.

Whether you're an equipment manufacturer and/or supplier of products and services used in the parking industry, there is no better way to reach our select group of industry members located throughout North America.

Great reasons to make sure you are featured:

- 1 Get in front of **the** decision makers during pre-convention buying season.
- 2 Sustain visibility, be memorable, increase your competitive edge.
- 3 Increase sales.
- 4 Excellent pre-conference opportunity for exhibitor companies



Premium Showcase Plus

Price \$5,995.00 (*BEST DEAL for exhibitor companies – Exposure **June-October!***) includes:

- Showcase Listing – 1/3 page vertical 4/Color – **June** issue of **PARKING**
- Three Bonus Topic listings in Buyers guide
- One full page ad/advertorial in **July/August** issue **PARKING**
- One full page ad/advertorial in **September** issue of **PARKING**
- Convention Program full page ad – **October**

Premium Showcase

Price \$3,995.00 includes:

- Listing – 1/3 page vertical 4/Color – **June** issue of **PARKING**
- Two Bonus Topic listings in Buyers Guide
- One full page ad/advertorial in **July/August** issue of **PARKING**
- Program full page ad – **October**

Showcase Upgrade

Price \$1995.00 includes:

- Showcase Listing – 1/3 page vertical 4/Color – **June** issue of **PARKING**
- One Bonus topic listing in Buyers Guide

Showcase Basic Listing

\$525.00 member \$620.00 non-member

Basic Listing plus Logo

\$595.00 member \$695.00 non-member

For details, email BizDev@npapark.org.

Order online at
www.npapark.org/buyersguide/

43% spend \$200,000 to
\$10 million
per year

Special Advertising Opportunities

**Exclusive offer:
Full page, full-color
Parking Spotlight
for \$2,050.**

Our new Parking Spotlight puts you in the best light with a full-page, full-color promotion. Showcase your company, people, products and services with up to three photos and advertorial.

For more information, email BizDev@npapark.org.

Advertorial Opportunities

These infomercials combine editorial and advertisement to bring a powerful message to your target audience. Advertorials are becoming more and more critical to the overall success of your business and carry credibility. NPA is making advertorial opportunities available to advertisers throughout 2012 in 1, 2 and 3-page formats, and are full color.

Page Number	1x	2x	3x
1 Page	\$2,255	\$2,145	\$2,035
2 Pages	\$4,510	\$4,290	\$4,070
3 Pages	\$6,765	\$6,435	\$6,105

Convention/Show Package Triple Play

(Excellent Package for Expo Exhibitors)

Reach the readership of **PARKING** and the **800 plus** attendees at NPA's Annual Convention and Expo with this package at the bargain rate of \$2,995.00.

- October 2012 issue – full page 4/C advertisement
- Convention Directory – full page 4/C advertisement
- Recognition on NPA Convention Website



Editorial and Materials

Editorial Lineup

Issue	Editorial Theme	Products and Services Focus	Advertorial Theme	Space Reservation	Materials Due
January/February	Trends and Technology, Municipalities, Winter Leadership Forum	Parking automation/mobile applications, new tech	Meters, Mobile Payment	11/30/2011	12/2/2011
March	Green /Sustainability	Lighting/Retro Fit/Green Buildings/Alt Fuel/Clean Energy	Lighting, Solar, EV	12/30/2011	1/5/2012
April	Valet Parking	Hiring/1st Impression/Asset Management	Uniforms, Booths, Kiosks	2/21/2012	2/24/2012
May	Technology & Training	Technology/Hospital Medical Centers	Revenue Control/ PARCS	3/21/2012	3/23/2012
June	Colleges/Universities/ Campus Transportation International Buyers' Guide	Collections/Permits/Lighting/ Safety/Signage/Alarms/Meters	Security, CCTV, Booths, Shelters	4/27/2012	5/1/2012
July/August	Airport/Off-Airport, Convention Lead In	LPR/shuttles/vans/buses/ way finding/signage	Shuttles/ Alternative Fuel Vehicles	6/11/2012	6/15/2012
September	Stadiums/Retail, Pre-Convention	Revenue Control	Equipment	7/20/2012	7/27/2012
October	Consultants/Architects, Convention Issue	Facility Design/Rehab/PCC Consultants	Consultants, Architects, Engineers	8/17/2012	8/24/2012
November	Industry Trends, Research & Innovators Awards	State stats and trends/new products trends/leader profiles	Innovative Products	9/14/2012	9/21/2012
December	Municipals	Meters/Citation, Uncollected Tax/Audit	Meters, Pay by Space, Pay by Tag	10/26/2012	11/1/2012

Materials

Materials may be submitted as digital electronic files. The preferred format is press-optimized PDF or InDesign with all fonts and images (300 dpi TIFF or EPS) collected separately, on a CD-ROM or uploaded to our guest FTP site. Please see www.npapark.org for instructions on submitting digital graphic materials.

A hard-copy proof must be provided with all materials submitted.



“As one of the parking industry’s most up-to-date, informative and most read publications, advertising in PARKING allows us to spotlight our products and services to **the** decision makers and buyers in the parking industry.”

– Tom Carter, president,
The Toledo Ticket Co.

PARKING

A PUBLICATION OF THE NATIONAL PARKING ASSOCIATION

Advertising Contract 2012

Advertiser

Contact: _____
 Company Name: _____
 Address: _____
 City/State/Zip: _____
 Phone: _____
 Fax: _____
 Email: _____

Agency

Contact: _____
 Agency Name: _____
 Address: _____
 City/State/Zip: _____
 Phone: _____
 Fax: _____
 Email: _____

By signing this contract, you agree to follow all advertising and policy conditions listed on the reverse side of this contract. Please read it carefully.

(Please print name)

Authorized by _____
 Date _____

Return this completed contract to:

Advertising Department **PARKING**
 1112 16TH Street, NW,
 Suite 840
 Washington, DC 20036
 800.647.PARK
 202.470.6302
 Fax: 202.296.3102
 BizDev@npapark.org



Covers

(10x full color only)

____ Cover 2
 ____ Cover 3
 ____ Cover 4

Display Ad Frequency

____ 1x
 ____ 3x
 ____ 6x
 ____ 10x

Display Ad Color

____ 4-color
 ____ 2-color
 ____ Black plus PMS ____
 ____ Black and White Only

Business Card Listings

____ 3 1/2" x 2"
 ____ 3 1/2" x 4"

Issues

____ January-February
 ____ March
 ____ April
 ____ May
 ____ June
 (International
 Buyers' Guide Issue)
 ____ July-August
 (Convention
 Preview issue)
 ____ September
 (Convention
 Lead In Issue)
 ____ October
 (Convention Issue)
 ____ November
 ____ December

Ad Size

(See thumbnails)

____ Full page
 ____ 1/2 vertical
 ____ 1/2 horizontal
 ____ 1/3 vertical
 ____ 1/3 horizontal
 ____ 1/3 square
 ____ 1/4 vertical
 ____ Belly Band
 ____ Flap Ad
 ____ Other _____
 ____ Convention/
 Show package

Advertorial

____ 1 Page ____ 1x
 ____ 2 Pages ____ 2x
 ____ 3 Pages ____ 3x

Product Spotlight

____ March: **Lighting**
 ____ April: **Uniforms**
 ____ May: **Revenue Control**
 ____ July: **Shuttles/Buses**
 ____ Dec: **Meters**

Gross Cost (Ad price before color): \$ _____

Additional Charges:

____ 4-color \$ _____
 ____ Spot PMS Color \$ _____
 ____ Preferred Position \$ _____
 ____ Cover 2 \$ _____
 ____ Cover 3 \$ _____
 ____ Cover 4 \$ _____
 ____ Advertorials \$ _____
 ____ Other: \$ _____
 ____ Convention/Show package \$ _____

Subtotal

(Gross Cost plus Additional Charges) \$ _____

Agency Discount

(15% on Gross Costs only. Color charges are not commissionable. Payable only to recognized outside agencies): \$ _____

Rate Per Insertion: \$ _____

Total for All Insertions: \$ _____

Business Card Listing Only: \$ _____

Publisher's Terms and Conditions

1. Invoices will be issued upon publication. Invoices are due upon receipt. A 5% service charge will be applied to all invoices over 30 days. Payment shall be made in U.S. dollars.

2. Non-commissionable items are Product Showcases, classified ads, ads smaller than ¼ page and NPA Spotlights.

3. Penalties and administrative charges may be applied for declined charges and/or returned checks of up to 15% of the total amount due.

4. Advertising in **PARKING** is commissionable at 15% to recognized agencies, only if paid within 30 days of receipt of invoice. The publisher reserves the right to secure a collection agency to pursue delinquent agency/advertiser payments. The agency/advertiser must pay Publisher's collection costs, including without limitation attorneys' fees and costs.

5. Publisher reserves the right to require a credit application and prepayment from first-time advertisers/agencies and advertisers/agencies with a late payment history. We reserve the right to cancel all insertion order agreements and/or refuse to accept advertising from any delinquent account or advertiser with a history of late payment.

6. Three, six and 12-month rates apply to placements within a 12-month consecutive period. Advertisers will be charged a short rate, if all contracted ads have not been run in a 12-month period from the date of first insertion.

7. Ad position is determined by the publisher. Requests for specific positions will be considered, but not guaranteed unless a position premium is paid.

8. Advertisers and advertising agencies assume liability for all content (including text, illustrations, photographs and logos) of the printed advertisement and also assume responsibility for any claims resulting from the ad against the publisher, including costs associated with defending against such a claim. The publisher holds advertisers and their agencies jointly responsible for the cost of any advertising inserted in the magazine. Advertisers and advertising agencies indemnify and hold Publisher harmless from and against all losses, damages, injuries, costs or other expenses (including without limitation attorneys' fees and costs) Publisher incurs as a result of the breach of any of these terms and conditions by advertisers and advertising agencies and/or their employees and agents.

9. Rates are based on advertiser-supplied high resolution art. The Publisher does not accept responsibility for proper reproduction or color match.

10. Publisher is not responsible for any changes made on existing ads, which have been submitted by the advertiser. Publisher is not responsible for any numbering errors on indexes or the Advertiser's Index.

11. If an advertisement is inadvertently omitted from a scheduled issue, the publisher's liability is limited only to inserting the advertisement in the next available issue.

12. Publisher does not assume any responsibility for errors appearing in advertisements due to late delivery or inaccurate mechanical specifications from the advertiser or from a third party designated by the advertiser.

13. Publisher reserves the right to reject material deemed inappropriate in Publisher's discretion.

14. Commercially reasonable efforts are made to assure the timely release of each issue. The Publisher accepts no liability for any issue that is published late.

15. Publisher reserves the right to place the word "advertisement," "advertorial" and/or "promotion" with copy, which in the Publisher's judgment resembles editorial content.

16. If the advertiser does not provide monthly instructions from contract advertisers, the most recent ad will be inserted in the magazine.

17. Advertisers and their agencies that cancel any advertising after the official ad close agree to pay a cancellation charge of \$500. A late production charge of \$200 will be applied to any material received after the close date.

18. By placing advertising in **PARKING** magazine, advertisers and advertising agencies accept these terms and conditions.

19. All advertisers, their agencies, and their employees, agents, successors and assigns indemnify and hold harmless the Publisher from any damage, loss, injury cost or expense (including without limitation attorneys' fees and costs) arising out of or relating to any claims based upon any and all content supplied in an advertisement.

20. The parties agree that, absent a material breach of this Agreement, such as failure to print the magazine, this agreement cannot be terminated. The parties are bound by the terms and conditions of this agreement to fully perform. This agreement shall be governed in all respects by the laws of the District of Columbia, without regard to the principles of conflicts of law therein. Each party submits to the jurisdiction and venue of the courts of the District of Columbia, and waives its right to a jury trial. If either party takes legal action to enforce rights under this Agreement, the losing party to such litigation shall be responsible for the expense of both parties including, but not limited to, attorney's fees and court costs.

21. This agreement constitutes the entire agreement of the parties and supersedes all other agreements, discussions or understandings concerning its subject matter. It may only be modified by a written instrument signed by both parties.

Author's Guidelines

NPA welcomes article submissions for **PARKING** magazine from members, industry experts and outside authors.

To submit an article for consideration: 1) submit an article to align with an editorial calendar theme; 2) write 500–1,000 words with subheads and a how-to call-out section; 3) provide insights into trends, technology or issues in the parking industry; and 4) provide your photo, accompanying illustrations/artwork in .jpg, .eps or .tiff format with a minimum of 300 dpi resolution.

Articles must be exclusive to **PARKING** and not submitted to any other industry publications. As an author, you are responsible for the accuracy of your article and that it does not infringe on any other copyright. All published submissions become the property of NPA. NPA does not pay for articles; we do recognize an author with a byline and credit.

An author of an accepted article will be required to sign an editorial release before publication of the article. Email your contribution to **PARKING** magazine, Editorial@npapark.org.

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